

ABSTRACT OF THE DISCLOSURE

In a case where a frame display is provided on a display screen of a liquid crystal panel, the prior art necessitates data for frame display to be directly written to all the display data or 2 screenful of data to be prepared and overwritten on each other. To overcome this problem, a liquid crystal display device of the invention has an arrangement wherein a segment electrode and a common electrode constituting a pixel to be driven for normal image display are applied with a driving waveform from a driver IC, and wherein a common electrode to be placed in a normally ON state is applied with a waveform exceeding a selection voltage of any segment signal waveform for liquid crystal selection while a segment electrode to be placed in a normally ON state is applied with a waveform exceeding a selection voltage of any common signal for liquid crystal selection. This permits a frame to be displayed on the display screen.